2010 Alliance for Community Media
International Conference & Exhibition

Meeting
COMMUNITY
MEDIA
Challenges

Hilton Pittsburgh • Pittsburgh, PA

JULY 7-10, 2010

**Alliance For
Community Media**

Registration Brochure

www.alliancecm.org

TUESDAY, JULY 6

9:00 am – 5:00 pm	ACM Board Meeting

WEDNESDAY, JULY 7

8:00 am – 5:00 pm	Exhibitor Set Up
8:30 am – 7:30 pm	Registration Open
9:00 am – 1:00 pm	ACM Board Meeting
9:30 am –12:00 pm	**Pre-Conference Workshop Sessions**
	• Final Cut Pro Training Clinic/Basic
	• Citizen Journalism (runs 9:30 am - 5:00 pm)
	• Community Media Centers: Connecting to the New Broadband Networks
10:00 am – 5:00 pm	Hospitality Area Open
12:00 pm – 1:00 pm	Lunch on Your Own
1:30 pm – 4:00 pm	**Pre-Conference Workshop Sessions**
	• Final Cut Pro Training Clinic/Advanced
	• Citizen Journalism (runs 9:30 am - 5:00 pm)
	• Social Media and Your CMC: Promotion, Engagement and Community Service
	• Boards that Work: Effective Community Leadership for Community Media Centers
	• Alliance for Community Media: Leadership & Training Seminar
	• Mapping Your Fundraising Future
4:00 pm – 5:00 pm	First Timer Orientation
5:00 pm – 7:00 pm	Tech Vendor Showcases
7:00 pm – 9:00 pm	Exhibit Hall Opens
7:00 pm – 9:00 pm	**Welcome Reception**

THURSDAY, JULY 8

8:00 am – 5:00 pm	Registration Open
9:00 am –10:00 am	Exhibit Hall Open
9:00 am –10:00 am	Continental Breakfast
10:00 am –12:00 pm	**Opening/Keynote Speaker/ ACM Leadership Awards**
10:00 am – 5:00 pm	Hospitality Area Open
12:00 pm – 1:30 pm	Lunch On Your Own
12:00 pm – 1:30 pm	Exhibit Hall Open/Tech Vendor Showcase
2:00 pm – 3:30 pm	**Workshop Session I**

THURSDAY, JULY 8 (continued)

3:30 pm – 4:30 pm	EO Caucus Meeting I
3:30 pm – 5:00 pm	Exhibit Hall Open
3:45 pm – 4:00 pm	Raffle Drawing - Part I
4:00 pm – 5:00 pm	Open Space Session I
5:00 pm – 6:00 pm	Membership Meeting I
6:00 pm	Open Evening

FRIDAY, JULY 9

8:00 am – 5:00 pm	Registration Open
8:30 am – 1:30 pm	Exhibit Hall Open
9:30 am –11:00 am	**Workshop Session II**
10:00 am – 5:00 pm	Hospitality Area Open
11:30 am – 1:00 pm	Tech/Vendor Showcase
11:30 am – 1:00 pm	Lunch in Exhibit Hall (Box Lunch)
11:30 am – 1:00 pm	ACM Regional Lunch Meetings
11:30 am – 1:00 pm	Alliance for Communications Democracy Meeting
1:15 pm – 1:30 pm	Raffle Drawing - Part II
1:30 pm	Exhibit Hall Close
1:30 pm – 3:00 pm	**Workshop Session III**
3:00 pm – 4:00 pm	Membership Meeting II (tentative)
3:30 pm – 4:30 pm	Open Space Session II
3:30 pm – 4:30 pm	CMR Editorial Board Meeting
6:00 pm – 8:00 pm	Hometown Video Festival Awards and Dinner
8:00 pm –11:00 pm	Friday Night Event

SATURDAY, JULY 10

8:00 am –12:00 pm	Registration Open
9:00 am –10:30 am	**Workshop Session IV**
10:00 am – 3:00 pm	Hospitality Area Open
10:30 am –11:00 am	Break
11:00 am –12:30 pm	**Workshop Session V**
1:00 pm – 3:00 pm	Keynote Panel Luncheon & Closing

The 2010 ACM conference will feature a new and exciting approach to the conference.

The workshops will include expanded and diversified educational offerings designed to address the numerous practical and policy issues that face Community Media and Technology Centers, PEG access centers, local governments, educators and educational institutions, youth media advocates, broadband innovators, and communities in dealing with telecommunications infrastructure, broadband policy and the use of media as a tool to benefit citizens and the community.

The breakout workshop sessions at the conference will be organized to allow both veteran conference attendees and first-time attendees to identify the topics and attend the sessions that are best suited to meet their needs. In addition, to the plenary and breakout sessions "Open Space" sessions will be offered to permit both structured and unstructured discussions of the challenges and issues facing community media.

Workshop sessions will feature best practice presentations, skill building workshops, operational policy and technology discussions, social media issues, funding and entrepreneurial opportunities, community initiated broadband projects, legislative updates, and legal and policy session addressing the challenges facing community media.

Whether your are a staff or Board member at a PEG access or Community Media Center, a media educator, a community broadband innovator, a government staff person or official, youth media organizer this conference will feature the information and dialogue on the hottest community media and telecom topics. In addition to being organized by information category each session at the conference will be "tagged" to help attendees find the best match between a workshop session and their specific information need.

WEDNESDAY, JULY 7

- **Access Center Tours:** 1:00 pm-5:00 pm

Please note that if you plan to participate in the Access Center Tour, it will be in the afternoon from 1:00pm – 5:00pm. Please schedule your pre-conference workshops accordingly should you want to go on the Access Center Tour.

- **ACM Welcome Reception**: The Welcome reception will take place in the Exhibit Hall. Come and enjoy this networking opportunity.

Pre-Conference Workshops

Preconference workshops will provide an opportunity for in-depth learning and dialogue. The preconference workshops will be offered on Wednesday, July 7, 2010 and will feature both full and half-day in-depth sessions. **Additional workshops will added so please check the ACM website at www.alliancecm.org for regular updates.**

Citizen Journalism • 9:30 AM - 5:00 PM

As the decline of newspapers is felt throughout the country, could media centers be the new model for local news? Could Citizen Journalism be an opportunity for community media centers like PEGs to earn income, create trained citizen reporters, build partnerships, and serve up local content?

These and other topics will be discussed during this one day pre-conference designed for community media staff, volunteers, journalists, academics, concerned citizens, and others interested in launching, sustaining, or participating in a hyper-local citizen journalism project. Experts in the field from across the country will present their citizen journalism experiments and share emerging best practices during the session. The ultimate goal of this one-day session is to provide practical solutions to critical questions that will help individuals and organizations develop and sustain successful citizen journalism projects. We hope this pre-conference session will set the stage for the Citizen Journalism Track at the conference.

Community Media Centers Connecting to the New Broadband Networks • 9:30 AM - 12:00 PM

As we begin the migration from cable networks with limited capacity to broadband networks with unlimited wireline capacity and wireless mobility, PEG Access/Community Media Centers need to begin the same learning process we went through when our centers, services and staff began the migration from analog to digital technology but now the stakes are even higher. Will we survive this next round of migration in the public policy and planning arenas?

Due to the Obama Stimulus Package's BTOP and BIP programs, cities and counties all around the country are going through a grant preparation process for submission to the NTIA and the RUS, as well as to their state broadband authorities. How can CMC's achieve the "anchor institution" status under these programs? Can we develop a vision, plan and strategy for the community partnership building process that is necessary with the other "Anchor Institutions" in the community? How do we insure that we are "at the table" when the telecommunications planning process, the community needs and services assessment, the network design cost estimate and the sustainable business plan are all assembled. These issues plus many others related to the potential marriage of CMC's and the new broadband networks will be discussed during this timely and informative preconference.

Pre-Conference Workshops (continued)

Final Cut Pro Training Clinic/Basic • 9:30 AM - 12:00 PM

This hands-on Basic Final Cut Pro clinic will introduce the user to basic editing, the software interface, with an emphasis on keeping the project organized. After a tour of the FCP layout, the student is guided through fine-tuning their idea using editing points, still images and text, among other key features. If you have purchased FCP loaded on your Mac and haven't been able to wade through the manual, or if you are already familiar with Final Cut Pro but find that teaching it to "non-techies" can be challenging, this workshop is for you.

Location: Point Park University
www.pointpark.edu
201 Wood Street • Pittsburgh, PA 15222
(412) 391-4100

Travel time: 10 minute walk from hotel

Final Cut Pro Training Clinic/Advanced • 1:30 PM - 4:00 PM

This hands-on ADVANCED Final Cut Pro workshop will include training in color correction, key framing, multi-camera editing, compositing, advanced audio, and other advanced features of FCP. Attendees are invited to ask about specific features with which they may be struggling. ***Previous Final Cut experience is required to attend this workshop.***

Location: Point Park University
www.pointpark.edu
201 Wood Street • Pittsburgh, PA 15222
(412) 391-4100

Travel time: 10 minute walk from hotel

Boards that Work: Effective Community Leadership for Community Media Centers • 1:30 PM - 4:00 PM

Whether you are in a mature Community Media Center or a new start-up, identifying and maintaining a quality Board of Directors can be a challenge. This interactive half-day workshop will provide valuable information on "best practices" for creating and maintaining an effective Board of Directors for your community media nonprofit organization. Topics that will be addressed will include, the role and responsibilities of Board members, Board/Staff relationships, Board recruitment, Board conflict of interest policies, developing and implementing Committees, effective meetings and of course the role of the Board as fundraisers.

Social Media and Your CMC: Promotion, Engagement and Community Service • 1:30 PM - 4:00 PM

This half-day seminar will examine social media and how it can impact the work of your CMC. From use of micro-blogging to engage viewers, to enhancement of your value to your NPO's, to simply increasing your organization's "hip" factor…social media tools are invaluable for maximizing your impact. Tools and techniques will be explored in this seminar; but more importantly, attendees will enhance their understanding of social media as a process, and gain better understanding of both the "why" and "how".

In the session, we will review a number of common (and some less common) social media tools and applications; followed by "in the field" examples of social media applied to CMC work. Presenters will discuss how to apply this knowledge strategically, both within CMC organization, and as a knowledge resource for the community. Attendees will be encouraged to engage in robust discussion and brainstorming around the value of social media, impact, use policies and strategic deployment of new communications opportunities.

Mapping Your Fundraising Future • 1:30 PM - 4:00 PM

Organizations, leaders, and policy makers often believe all that is needed to solve a sudden loss of revenue is to start fundraising. It sounds good. But where does an organization start if they have no history or experience raising funds? What tools are necessary to do the job? And what is realistic for your community, and for your organization?

Participants in this workshop will learn about the structures and tools necessary for starting successful fundraising for a non-profit organization, will look at case studies of media centers that started from zero, and will map out assets they can use for successful fundraising strategies in their communities. At the end of the workshop, participants will be given an opportunity to be a part of a learning community that will focus on improving fundraising for community media.

Alliance for Community Media: Leadership Training Seminar • 1:30 PM - 4:00 PM

This workshop is designed to provide ACM members the opportunity to learn about how to get more actively involved as a leader at the chapter, regional, or national level within ACM. ACM Board members from the Membership and Board Development Committees will lead this session that is designed to provide a better understanding of the ACM organizational structure as well as where leadership opportunities exist within the ACM. This free training workshop will provide a great opportunity for you to "step up" and get involved with ACM in a really meaningful way!

THURSDAY, JULY 8

Opening Ceremonies: Keynote Address & the Alliance for Community Media Leadership Awards

Join us for the Opening Ceremonies which for the first time combines our Keynote Speaker and the Leadership Awards. Sascha Meinrath, Director of the Open Technology Initiative at the New America Foundation, will launch our event with his enthusiastic vision of community media.

Sascha Meinrath heads the Foundation's Open Technology Initiative at the New America Foundation. His experience as a public access producer has informed his extensive work in dozens of public interest telecommunications policy and technology forums. His degrees from Yale and University of Illinois and his background in quantitative statistics and hybrid research methodologies belie his ability to excite and motivate community media practitioners, policy-makers and general public alike to stake their claim to a reasonable share of noncommercial, free speech space on the information highway. See more at SaschaMeinrath.com.

Winners of the prestigious Leadership awards will be presented with the Dirk Koning-George Stoney Humanistic Communication Award, the Buske Leadership Award and the Jewel Ryan-White Award for Cultural Diversity.

FRIDAY, JULY 9

Hometown Video Festival Awards and Dinner

Hometown Video Awards Festival: Join us as we celebrate and recognize the best in community media programming. The Hometown Video Awards honors and promoted community media local cable programming that are first distributed on Public, Educational, and Government (PEG) access cable television channels. Afterwards join us for the Friday night social event to celebrate further!

Friday Night Special Event

Each year the Alliance for Community Media offers its conference attendees a night of networking fun. Make sure you join us right after the Hometown Video Awards Festival for a fun time! (More details to follow).

SATURDAY, JULY 10

Keynote Panel Luncheon & Closing

Each year we strive to end the National Conference with a look back and a look forward, and do it with imagination, fun and reflection. The 2010 Member Luncheon will feature an exciting and stimulating panel discussion that will focus upon what has been accomplished over the past 12 months and the work we need to do to secure a stronger future for PEG access and community media. The discussion will address our strengths, challenges, and policy agendas in Washington and how PEG access operations and community media centers can get involved in changing media policy over the next 12 months.

Open Space Sessions

In addition to the plenary and breakout sessions, this year the ACM conference will provide the opportunity for attendees to participate in "Open Space" sessions.

Attendees will have a chance to have a say about the most important issues of the day by responding to an initial call for issues when they receive the confirmation from the ACM of receipt of their registration. At the opening session of the conference these key issues will be presented and conference attendees will self-form groups around the issues. Specific meeting times and places will be identified so that the self formed groups can get together to share ideas and discuss their self selected key issue(s). A scribe will be assigned to each group to take notes and to document discussion and solutions.

1. Citizen Journalism and Social Media

Citizen journalism and social media tools provide enormous opportunities for CMC/PEG access centers to grow and provide vital community services to citizens as well as all types of civic and nonprofit organizations. Critical issues, such as funding models, training programs, staff & volunteer workflows, program methodologies, editorial structures,nonprofit/for-profit collaborations, social media tools, incentivizing participation, and long-term sustainability will be addressed. Other questions, such as "How does the vision for my citizen journalism project fit within the mission of my community media organization?" will be in this group of workshops.

2. CMC Management, Human Resource, and Board Development

It is critical that organizational managers and their Board work collaboratively to fulfill the mission of the Community Media Center or the public, educational, or government access operations. These workshops are designed to provide CMC managers as well as Board members information regarding strategic planning, financial management, staff development, human resource management, contract negotiations, and budgeting. These workshops will examine the plethora of issues involved in managing a CMC and providing community media services in your City or town.

3. Fundraising and Collaborations

What are the new funding opportunities available if Community Media Centers are designated as broadband "anchor institutions"? How can regional collaboration between CMC's strengthen our ability to serve our communities? What about collaborations with media arts groups, community radio, and well as non-media related civic and community groups? Where do the grant opportunities lie and how can PEG access and CMC's tap into those grant opportunities. This track will provide both practical information and creative and exciting new ideas!

4. Engineering, Broadband, Network Management, & Related Issues

What wireless signal delivery options are available, affordable, and will deliver a quality signal? HD equipment and signal delivery, evolving from a Access TV station to a Community Media Center, interconnecting your channels to multiple video service providers and streaming technologies are just a few of the technical and equipment issues that will addressed in these workshops. Now more than ever the effective use of new equipment and software "tools" can contribute to a more efficient and effective delivery of community media services. Pick the brains of the great techie minds in our field about all these topics plus much more.
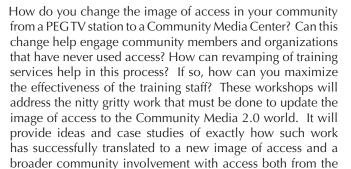
5. Media & Telecom Policy

What is the status of the Community Access Preservation Act (CAP Act)? Can the negative effects on PEG and consumer interests resulting from the newly implemented state laws be reversed and set on a corrective course? What is the latest information on recent actions at the FCC? This group of workshops will focus upon providing the most up-to-date information about media, broadband and telecom policy and the associated litigation. Learn how local governments and Community Media Centers, and PEG access should be responding to this rapidly evolving environment.

6. Community Engagement, Training, and Marketing/Outreach

How do you change the image of access in your community from a PEG TV station to a Community Media Center? Can this change help engage community members and organizations that have never used access? How can revamping of training services help in this process? If so, how can you maximize the effectiveness of the training staff? These workshops will address the nitty gritty work that must be done to update the image of access to the Community Media 2.0 world. It will provide ideas and case studies of exactly how such work has successfully translated to a new image of access and a broader community involvement with access both from the viewership and user perspective.

THURSDAY, JULY 8 • 2:00 PM - 3:30 PM

TRACK 1: CITIZEN JOURNALISM AND SOCIAL MEDIA

Workshop I: Setting Up A Citizen Journalism Program

A number of community media centers are participating in exciting new collaborations with local organizations, neighborhood activists, schools, and media outlets to create online, hyper local, citizen-journalism sites. This session focuses on how to start a citizen journalism program, how to manage the program, find funding, develop relationships with citizen journalists, build web news content, community news bureaus, and media tools, and create sustainable projects. Pose questions to distinguished panelists from Cambridge Community TV and Grand Rapids Community Media Center and learn how citizen and student journalism is growing in California. Understand the rewards and challenges of these innovative projects that are using digital and cable access technologies to generate civic awareness and participation even as traditional journalism institutions are facing their greatest challenges to sustainability.

TRACK 2: CMC MANAGEMENT, HUMAN RESOURCE, AND BOARD DEVELOPMENT

Workshop I: Leadership Development for Staff: Staying Motivated and Connected to Community:

Whether team members are new to an organization or community, or have been holding the same position in the same city for 30+ years, it's critical that team members maintain enthusiasm for the job and stay connected to the community they are serving. We will discuss best practices in leadership development, offer suggestions and resources for reinvigorating the team, and give the group a chance to engage in exercises around our own leadership development.

TRACK 3: FUNDRAISING AND COLLABORATIONS

Workshop I: New Funding Strategies for Community Media Centers: Structures and Steps for Diversifying Revenues through Fundraising & Earned Income

Does your media center currently rely heavily on franchise fees? Are you concerned about the possibility of reduced franchise/PEG fees? Want to expand current programs to meet your mission and the needs of your community?

Attend this workshop to learn from community media centers that have met these growth challenges with proactive strategies to diversify their funding sources through generating new revenue streams even during tough economic times. Learn practical and effective ways to generate new resources through grants, collaborations, paid productions, underwriting, government services and education contracts.

TRACK 4: ENGINEERING, BROADBAND, NETWORK MANAGEMENT, & RELATED ISSUES

Workshop I: Community Media Archive

This workshop will offer an overview of the Community Media Archive and related developments to support storage and distribution for community access media for current and future generations.

TRACK 5: MEDIA & TELECOM POLICY

Workshop I: Pass the CAP Act, Move the FCC Petition

Communities all across America need help to restore community media services damaged or eliminated as a result of business decisions by AT&T (U-verse), cable operators (channel slamming) and state level franchising. Learn more and join the effort to make things right.

TRACK 6: COMMUNITY ENGAGEMENT, TRAINING, AND MARKETING/OUTREACH

Workshop I: Open The Doors Of Your Center And Go Beyond TV

The community already knows your center as the local PEG TV station, now you're wondering how to get the community more involved, and take it to the next level…evolving to a community media center. This workshop will help you develop strategies on how to get your community more involved by using your center's potential to go beyond TV.

FRIDAY, JULY 9 • 9:30 AM - 11:00 AM

TRACK 1: CITIZEN JOURNALISM AND SOCIAL MEDIA

Workshop II: Creating Hyper local Journalism in Diverse Communities

As the digital divide persists within marginalized communities, many people continue to face challenges without access to computers and broadband technology at home. Hyper local journalism projects empower local residents to tell their stories using new media tools. This session will discuss how PEG centers, community technology centers, and citizen journalism projects are addressing this problem by providing public access to cable television and broadband media tools. Hear from panelists representing various centers that conduct training, web site development, and cooperation with local media to develop on-line voices and better serve the tech needs of the underserved in their communities.

TRACK 2: CMC MANAGEMENT, HUMAN RESOURCE, AND BOARD DEVELOPMENT

Workshop II: Best Practices in Human Resource Management

It's enough just to take care of members, producers, and getting the channel programmed…. How do you keep up with managing human resources and complying with state and federal laws when you've got a small staff? We will invite non-profit HR experts to share best practices with us, and open our eyes to some tremendous online and community resources that can help simplify the task for us. We invite you to come armed with questions and suggestions.

TRACK 3: FUNDRAISING AND COLLABORATIONS

Workshop II: Collaboration & Strategic Partnerships in Community Media

What is collaboration? What are critical success factors for mutually beneficial collaborations and strategic partnerships? What are the steps to begin collaborating? Do community needs assessments help discover potential collaborations and partnerships? How can "making friends in high places" benefit your community media center?

This session will help you to evaluate and build a case for an effective collaboration, sustain ongoing broad-based support for your censor and our PEG movement, and learn how to engage partners who become advocates for your media center.

TRACK 4: ENGINEERING, BROADBAND, NETWORK MANAGEMENT, & RELATED ISSUES

Workshop II: HD Cameras for PEG access

Compare and contrast the features of HD video cameras in the $2500 to $5000 price range as they apply to a PEG access workflow. Staff from access centers that have converted to HD will be part of the panel to explain what they have learned. A side-by-side "shoot out" will allow attendees to see actual cameras in action. Editing, storage, acquisition and server playback factors will also be discussed.

TRACK 5: MEDIA & TELECOM POLICY

Workshop II: Fighting for Our Media: Advocating for Community Media in Washington, DC

Community Media Centers are a critical part of the media landscape. With their rooted, local connections, they are positioned to do incredibly valuable work in our communities. With the dramatic shifts in the media landscape—with newspapers folding, journalists being laid off, and commercial radio and television failing to pick up the mantle—exciting and innovative new projects are sprouting up across the country to address the information gap that is forming

TRACK 6: COMMUNITY ENGAGEMENT, TRAINING, AND MARKETING/OUTREACH

Workshop II: From Basic To Advanced: Channel Your Expertise To Provide The Best Training Possibilities

Your center has provided training for years, but now you're wondering what you can do to make it more appealing and relevant to current producers and potential producers. Training Directors from channelAustin and other Community Media Centers will share how to update and expand your curriculum. Learn how to utilize the skills of your trainers to maximize their potential while learning the secrets of how to develop, schedule, implement and maintain unique opportunities for your community.

FRIDAY, JULY 9 • 1:30 PM - 3:00 PM

TRACK 1: CITIZEN JOURNALISM AND SOCIAL MEDIA

Workshop III: Community Media and The Future of News

As the decline of newspapers is felt throughout the country, could community media & technology centers be the new model for local news? Could Citizen Journalism be an opportunity for community media centers like PEGs to earn income, create trained citizen reporters, build partnerships, and serve up local content? In this session, expert panelists from across media policy, journalism, and community media organizations will discuss the opportunities and challenges facing citizen journalism and community media in the broadband age. The goal of this session is to provide attendees with ways to participate in addressing the information and communication needs of local communities in a democracy.

TRACK 2: CMC MANAGEMENT, HUMAN RESOURCE, AND BOARD DEVELOPMENT

Workshop III: Leadership Transitions: Generational and Structural

Has your organization recently undergone a change in leadership… or is it heading in that direction? How does the organization "recover" from a not-so-smooth transition at the top? We will invite experienced staff, board and non-profit consultants to offer advice and share a roadmap for successful transitions. Let's also explore how transitions in leadership can be an opportunity to reorganize and refocus our operation.

Conference **WORKSHOPS**

TRACK 3: FUNDRAISING AND COLLABORATIONS

Workshop III: Regional Partnerships in Community Media: Sharing Best Practices & Models for Collaboration

Does your media center want to build its capacity, develop new programs, or find new marketing and outreach opportunities? Are you hoping to reach a broader audience or expand your organization's services to new communities? What are the benefits of working with neighboring media centers? How can you engage neighboring media centers and collaborate with other stations on a regional level?

Participate in a vibrant discussion on how regional collaboration can strengthen your organization. Through first hand accounts of the benefits of developing partnerships with regional media centers and hands-on activities, this session will help you recognize potential areas of collaboration between your organization and other media centers in your region. Learn how neighboring media centers can work together to tackle the collective technology, outreach and funding challenges of each station.

TRACK 4: ENGINEERING, BROADBAND, NETWORK MANAGEMENT, & RELATED ISSUES

Workshop III: Community Media Online: How to Aggregate Videos from Producers and Staff on Your Web site

Medfield TV and other community media centers are using a free tool to curate and elegantly display all videos created by staff and members online and create a community video hub, called the Miro Community. This tool is provided to community media centers through a Knight Foundation grant. Miro users and staff will help you learn how to use this free tool to quickly create a searchable community video library online to which your staff and members can add content. Attend this workshop to learn how to create your Miro site!

TRACK 5: MEDIA & TELECOM POLICY

Workshop III: The National Broadband Plan: the Good, the Bad and the Ugly

After the initial euphoria following the FCC's announced National Broadband Plan, as the details have become disclosed a number of problems with its rollout and initiation have become apparent, and many of them adversely affect community media. Listen to a panel of various stakeholders discuss the positive and negative aspects of the plan.

TRACK 6: COMMUNITY ENGAGEMENT, TRAINING, AND MARKETING/OUTREACH

Workshop III: By Youth, For Youth, and About Youth

All you need to know to implement successful youth media literacy and film production projects. Learn how to teach youth to create meaningful, vibrant, and timely video projects – including short films and documentaries, video blogs, TV shows, music videos, and more. Panelist will share techniques for establishing a successful youth media program, including Claymation, stop motion animation, blue screen fantasy, video scavenger hunts and more.

SATURDAY, JULY 10 • 9:00 AM - 10:30 AM

TRACK 1: CITIZEN JOURNALISM AND SOCIAL MEDIA

Workshop IV: Using Social Media to Serve the PEG Community and NonProfit Organizations

Many nonprofit organizations including city departments and agencies need access to social media and digital literacy training. Many PEG access centers are uniquely positioned to serve this vital community communication need. This workshop is designed to help you develop a social media workflow for your organization. Topics include: how to develop a communications strategy, how to generate followers and stimulate discussion, how to create a social media identity, how to manage your time, and how to measure success. Examples will be presented at every stage to help you envision a successful strategy using social media tools.

TRACK 2: CMC MANAGEMENT, HUMAN RESOURCE, AND BOARD DEVELOPMENT

Workshop IV: Building an Effective Board

A strong board that supports the organization's mission and operation is critical to the success of any non-profit. Together we will discuss best practices in board recruitment, retention and engagement. How do you keep board members active in the organization and passionate about the work? What sorts of fundraising commitments does your board have, (f any!), and how can you turn inactive, "seat fillers" on the board into active champions for the organization? Let's hear from experts in non-profit management, as well as exchange success stories and tips on the subject.

TRACK 3: FUNDRAISING AND COLLABORATIONS

Workshop IV: New Program Development To Generate New Revenue

Have an idea about a new program at your center? Not sure how to go about it? When staff and/or board members have an idea for a new service or revenue at your media center, do you find yourself asking the question, how will we pay for this, and who is going to run the program? If so, you're in good company. Many media centers find community partners and develop great programs with this question in mind.

Learn from lessons in the field from programs that use collaborations, partnerships and new community services assessment to develop, structure, fund and implement innovative projects in community media. Learn how to develop programs that meet your mission & generate revenue from professionals who have generate positive press, funding and outreach with programs providing citizen journalism, youth media, IT, and non-profit services.

TRACK 4: ENGINEERING, BROADBAND, NETWORK MANAGEMENT, & RELATED ISSUES

Workshop IV: PEG Access in the Broadband World

A discussion of the evolution of Middle Mile and Fiber to the Premise (HTTP) municipally owned networks and funding strategies for PEG Access in a broadband world.

TRACK 5: MEDIA & TELECOM POLICY

Workshop IV: Organizing 101: Building Action-Ready Communities

What you can do today and tomorrow to build community media all across America? Get specific information combined with practical steps on how to organize your community into an action arm, from local elected officials to community leaders in education, non-profit services, churches, community groups.

TRACK 6: COMMUNITY ENGAGEMENT, TRAINING, AND MARKETING/OUTREACH

Workshop IV: 2010: "Branding" Your Access Channel and CMC

Creating brand identity for your access channels and Community Media Center is critical to survival. It's even more complex when you find yourself with multiple cable/video operators where your access channels are located on different numbers on each cable/video system. Learn from the pros how to overcome these issues and create a "brand" identify that's unforgettable!

SATURDAY, JULY 10 • 11:00 AM - 12:30 PM

TRACK 1: CITIZEN JOURNALISM AND SOCIAL MEDIA

Workshop V: New Media Tools for PEG Centers and Citizen Journalists

Content management systems, such as Drupal and Wordpress, and video sharing platforms have made it easier for PEG access producers and citizen journalists to share media online. There are many options to consider in setting up a community media or citizen journalism project, including how to incorporate mobile media technologies. Join our group of expert practitioners who will discuss their work and recent developments with cutting edge web media tools. The goal of this session is to help you determine which tools are most appropriate based on you're for PEG center's information, communication, and technology needs.

TRACK 2: CMC MANAGEMENT, HUMAN RESOURCE, AND BOARD DEVELOPMENT

Workshop V: Facility Management Software: An Overview of Options for Access Centers

Reservations, inventory, class sign-ups… oh my! How do we save a few trees and effectively track our access operations? How can access management solutions save staff time (and sanity!), making your operation more efficient? Come explore the options that are now available to access centers, and discuss the pros, cons, and steps to integrating these systems. Techies, luddites, drupalites and neophytes are welcome.

TRACK 3: FUNDRAISING AND COLLABORATIONS

Workshop V: Creating a Culture of Fundraising in Your Organization

Ever brought up board fundraising goals only to be met with dead silence? Hate making calls to ask for money? Never written a grant and not sure how to get started? Do you think your organization lacks the capacity to fundraise? Most people hate public speaking and fundraising equally, but both are essential to diversifying funding and engaging more community members in your work.

Gain valuable insights, confidence, and new strategies and approaches to fundraising during this hands-on session that will directly answer your fundraising questions about how to create a cultural shift at your center. Learn how to explore what motivates donors to write a check to your organization, how to build a fundraising database beyond your membership database, and how to get your board members to fundraise.

SATURDAY, JULY 10 • 11:00 AM - 12:30 PM
(CONTINUED)

TRACK 4: ENGINEERING, BROADBAND, NETWORK MANAGEMENT, & RELATED ISSUES

Workshop V: Live Shoot! Strategies for Signal Delivery for Live Event Coverage

More and more PEG centers are using live coverage of community events such as community meetings, sporting events, parades and other events as a cornerstone of their programming. This workshop will explore the various ways that PEG centers are getting their signals back to their facilities for cablecast.

TRACK 5: MEDIA & TELECOM POLICY

Workshop V: Ask the Lawyers

Ever wish you had your own pro bono lawyer available to answer both those day-to-day questions as well as to address those "big picture" policy issues. Well, here is your chance. Some of the brightest and best attorneys working for Community Media Centers and ACM will lead this panel. You, the participants will determine the direction of the panel based upon the questions you need answered!

TRACK 6: COMMUNITY ENGAGEMENT, TRAINING, AND MARKETING/OUTREACH

Workshop V: Flash Forward: Taking Your Center To The Next Level

How do I change the perception of my station? Enhance and celebrate creativity with today's modern manifestations. Develop value and become the influencers that are ahead of the curve. During this workshop, we will share ideas and exercises to help your station move forward and become an essential part of your community. We'll discuss everything from updating your station's overall look, improve current techniques, optimizing your resources and more.

Individual **REGISTRATION FORM**

2010 Alliance for Community Media International Conference & Exhibition
July 7-10, 2010 • Hilton Pittsburgh • Pittsburgh, PA

Registration Information

Please type or print clearly. Complete one form per registrant.
Photocopies accepted. Payments must accompany registration.

Name:_____

Name on badge: _____

Title: _____

Company:_____

Mailing Address: _____

City:_____ State/Province: _____ Zip Code:_____

Email_____

Business Phone:_____ Fax: _____

❏ I am attending the conference for the first time.

Membership Status: (check one) ❏ Individual Member   ❏ Organizational Member   ❏ Non-Member   ❏ I am joining now
❏ If joining now please check one of the following:
❏ $350 Organizational Membership (Full year from receipt of payment)
❏ $70 Individual Membership (Full year from receipt of payment)

For additional membership information, call Denise Woodson, at 202.393.2650.

REGISTER MORE THAN ONE PERSON FROM YOUR COMPANY & SAVE WITH TIER LEVEL REGISTRATION!

	ADVANCED REGISTRATION BY 05/01/10 - 06/25/10		
ACM MEMBER Registration Fees	**1st Attendee**	**2nd Attendee**	**3rd & Subsequent Attendee**
Full Conference Member *(with meals)*	❏ $420	❏ $320	❏ $220
Full Conference *(without special events and meals)*	❏ $300	❏ $200	❏ $150
NON-MEMBER Registration fees			
Full Conference Non-Member *(with meals)*	❏ $530	❏ $430	❏ $330
Full Conference *(without special events and meals)*	❏ $430	❏ $330	❏ $230

	ONSITE REGISTRATION AFTER 06/25/10		
ACM MEMBER Registration Fees	**1st Attendee**	**2nd Attendee**	**3rd & Subsequent Attendee**
Full Conference Member *(with meals)*	❏ $440	❏ $340	❏ $240
Full Conference *(without special events and meals)*	❏ $320	❏ $220	❏ $170
NON-MEMBER Registration fees			
Full Conference Non-Member *(with meals)*	❏ $570	❏ $470	❏ $370
Full Conference *(without special events and meals)*	❏ $470	❏ $370	❏ $270

MEMBER Daily Pass *(does not include special events and meals)*   ❏ Thursday & Friday $170   ❏ Saturday $70
NON-MEMBER Daily Pass *(does not include special events and meals)*   ❏ Thursday & Friday $200   ❏ Saturday $100

YOUTH/STUDENT Registration Fees *(students must provide student id)*
Full Conference *(with meals)* ❏ $150   Full Conference *(without meals)* ❏ $75

Individual **REGISTRATION FORM** (continued)

2010 Alliance for Community Media International Conference & Exhibition
July 7-10, 2010 • Hilton Pittsburgh • Pittsburgh, PA

PRE-CONFERENCE Workshops *(Wednesday, July 7, 2010)*	MEMBER	NON-MEMBER
Boards That Work: Effective Community (Half Day Workshop)	❏ $50	❏ $60
Community Media Centers Connecting to the New Broadband Networks (Half Day)	❏ $50	❏ $60
Final Cut Pro Training Clinic/Basic (Half Day-offsite at Point Park University)	❏ $50	❏ $60
Final Cut Pro Training Clinic/Advanced (Half Day-offsite at Point Park University)	❏ $50	❏ $60
Mapping Your Fundraising Future	❏ $50	❏ $60
Social Media and Your CMC: Promotion, Engagement and Community Service (Half Day Preconference)	❏ $50	❏ $60
Citizen Journalism: (Full Day)	❏ $80	❏ $100
Alliance for Community Media: Leadership Training Seminar (Half Day)	❏ FREE	❏ FREE

Please note that if you plan to participate in the Access Center Tour, it will be in the afternoon from 1:00pm – 5:00pm. Please schedule your pre-conference workshops accordingly should you want to go on the Access Center Tour.

ACCESS CENTER TOUR	MEMBER	NON-MEMBER
Guided Access Center Tours	❏ $40	❏ $50

ADDITIONAL TICKETS *(One ticket for each event is already included in the Full Conference registration fee; however, you can purchase additional tickets)*

International Welcome Reception *(Wednesday, July 7)*	❏ $40
Hometown Video Festival & Leadership Awards Ceremony *(Friday, July 9)*	❏ $40
Friday Night Event *(Friday, July 9)*	❏ $40
ACM Member Luncheon & Closing *(Saturday, July 10)*	❏ $40

Physical Limitations/Dietary Needs

❏ Yes ❏ No (If yes, please explain)

_____

_____

If you require special assistance or dietary needs, please contact Denise Woodson, Director, Membership Services at (202) 393-2650, ext. 11 or email at dw@alliancecm.org.

Exhibiting Opportunities

If you would like more information on exhibiting opportunities at the 2010 Alliance for Community Media International Conference & Exhibition, please contact Jan Haughey at jhaughey@alliancecm.org.

Emergency Contact Information

Name:_____

Daytime Phone:_____

Evening Phone/Cell Phone: _____

Cancellation Policy

Cancellation request must be made in writing and postmarked by June 25th for a refund minus a $25 handling fee. No refunds will be given after June 25* (NOTE: Refunds will be processed differently this year because of the tiered registration. The lowest amount will be refunded based on the number attending from your company).

Payment Information

$_____Pre-Conference Workshops

$_____Registration Fee

$_____Access Center Tour: 1:00 pm – 5:00 pm
(if you register for pre-conference workshop (s) please check time to ensure that there is not a conflict)

$_____Additional Special Event/Meal ticket(s)

$_____Alliance Membership

$_____Total Enclosed

Method of Payment

❏ Credit Card   ❏ Check
  (❏ MasterCard ❏ Visa ❏ American Express)

Make check for the total fee payable to the Alliance for Community Media and mail it along with this completed form to 1100 G Street, NW, Suite 740, Washington, DC 20005

If paying by credit card, please fax both sides of this form to ACM at (202) 393-2653.

Credit card number_____

Exp. Date(required)_____Signature _____

Credit card holder's information if different from conference attendee

Name _____

Phone Number _____

Billing Address_____

Note: Payments to the Alliance for Community Media are not deductible as charitable contributions for federal income tax purposes. However, they may be deductible under provisions of the Internal Revenue Code.

	TRACK 1: Citizen Journalism & Social Medias	TRACK 2: CMC Management, Human Resource, & Board Development	TRACK 3: Fundraising and Collaboration	TRACK 4: Engineering, Broadband, Network Management, & Related Issues	TRACK 5: Media and Telecom Public Policy	TRACK 6: Community Engagement, Training,and Marketing/ Outreach
WORKSHOP I Thursday, July 8 2:00 pm - 3:30 pm	Setting Up A Citizen Journalism Program	Leadership Development for Staff: Staying Motivated & Connected to the Community	New Funding Strategies for CMC: Structures & Steps for Diversifying Revenues through Fundraising & Earned Income	Community Media Archive : Update	Pass the CAP Act, Move the FCC Petition	Open the Doors of Your Center and Go Beyond TV
WORKSHOP II Friday, July 9 9:30 am - 11:00 am	Creating Hyperlocal Journalism in Diverse Communities	Best Practices in Human Resource Management	Collaborations & Strategic Partnerships in Community Media	HD Cameras for PEG Access	Fighting for Our Media: Advocating for Community Media in Washington, DC	From Basic to Advanced: Channel Your Expertise to Provide the Best Training Possibilities
WORKSHOP III Friday, July 9 1:30 pm - 3:00 pm	Community Media and the Future of News	Leadership Transitions: Generational and Structural	Regional Partnerships in Community Media: Sharing Best Practices & Models for Collaboration	Community Media Online: How to Aggregate Videos from Producers and Staff on Your Website	The National Broadband Plan: The Good, the Bad and the Ugly	By Youth, for Youth, and About Youth
WORKSHOP IV Saturday, July 10 9:00 am - 10:30 am	Using Social Media to Serve the PEG Community & NPO Organizations	Building An Effective Board	New Program Development to Generate New Revenues	PEG Access in a Broadband World	Organizing 101: Building Action-Ready Communities	Branding Your Access Channels & CMC
WORKSHOP V Saturday, July 10 11:00 am - 12:30 pm	New Media Tools for PEG Centers and Citizen Jounalists	Facility Management Software: An Overview of Options for Access Centers	Creating a Culture of Fundraising in Your Organization	Live Shoot! Strategies for Signal Delivery for Live Event Coverage	Ask the Lawyers	Flash Forward: Taking Your Center to the Next Level

Alliance for Community Media
1100 G Street, NW
Suite 740
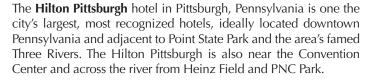Washington, DC 20005

**Alliance For
Community Media**

www.alliancecm.org

Hotel & Travel INFORMATION

Hilton Pittsburgh

600 Commonwealth Place
Pittsburgh, PA 15222
P: (412) 391-4600 • F: (412) 467-3400

The **Hilton Pittsburgh** hotel in Pittsburgh, Pennsylvania is one the city's largest, most recognized hotels, ideally located downtown Pennsylvania and adjacent to Point State Park and the area's famed Three Rivers. The Hilton Pittsburgh is also near the Convention Center and across the river from Heinz Field and PNC Park.

Reservations & Rates

Please make reservations directly with Hilton Pittsburgh Reservations Department by calling toll-free 1-800-548-8690 or (412) 391-4600. **In doing so, please request the group rate for Alliance for Community Media. The cut-off date to receive the Alliance group conference rate is Thursday, June 3.**

The Alliance for Community (ACM) rates apply from Sunday, July 4 through Sunday, July 11, 2010. **Sleeping room rate for a Standard Guestroom (Single/Double) is $155. (Tax 14%)** Check-In: 3:00 pm • Check-Out: 12:00 pm

Transportation & Parking

Self Parking: Gateway Garage 21.25 USD
Valet Parking: 26.00 USD (*Inquire at bell stand*)

Travel/Local Airports

Pittsburgh International Airport (PIT) • P: (412) 472-3525
Distance from Hotel: 17 minutes; Drive time: 25 minutes

Transportation to and from Pittsburgh International Airport

Type	Typical Minimum Charge
Bus Service	2.25 USD
Courtesy Bus	17.00 USD
Taxi	32.00 USD

Allegheny County Airport (AGC) • P: (412) 461-4300
Distance from Hotel: 11 minutes; Drive time: 20 minutes

What to Wear/Temperature

Casual business attire is accepted for most events. Pittsburgh's climate is warm during summer when temperatures tend to be in the 70's with a maximum temperature mid-80's.

Subsidized Hotel Rooms (formerly Low Cost Housing)

This year the Alliance will offer rooms already in our hotel room block at subsidized pricing based on double occupancy on a first come first serve basis. Please note that those who do wish to take advantage of this opportunity will share the room with another person. If you are interested please call Denise Woodson as soon as possible at (202) 393-2650 to request further information.

USING TWITTER OR OTHER SOCIAL NETWORKS? Use hashtag #alliancecm. Thanks for joining the conversation!